

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. IX. NEW YORK, SEPTEMBER 6, 1893. No. 10.

Good Judgment

is requisite for a successful advertiser. It holds his nerve in check, tempers boldness with sagacity, sizes up the scheme and marks with prudence the lines of safety. Moreover, it looks well to the article advertised and the prospective demand therefor, as well as to the manner and method. Good judgment also grasps at once both the field and the opportunity, the direction and detail, provides for delays and open switches, has an eye on pay-day, and leads direct to

Good Advertising

Newspaper advertising, like Kentucky whisky, is all good, but some is better. An aggressive newspaper of high standing, which has age and the confidence of its readers, backed up with capital and energy, and which leads all others in circulation in a populous and progressive country, gives to an advertisement the stamp of public approval of the article advertised.

The **San Francisco Examiner** is such a newspaper. If all advertising is good, that in **The Examiner** is surely the "some" which is better. It is even more, for beyond the crest of the Rockies, as a newspaper **The Examiner** ranks the comparative and comes to the front as **the best** in all that garden of God's country—California.

This is the good advertising which waits on good judgment and which brings

Good Results.

W. J. RITCHIE, Eastern Agent,
186 and 187 World Building, New York.

Individuality



IS THE
INHERENT STRENGTH
OF THE
COUNTRY WEEKLY.



It knows every one worth knowing and is known by every one.

It is a constant inhabitant of every home.

It moulds the opinion of the entire family—tells every incident which has occurred during the week, and influences its readers to buy the articles advertised in its columns.

It is thoroughly unique. There is no substitute.



1,400 local papers comprise the Atlantic Coast Lists. They reach fully one-sixth of all the country readers of the United States every week.

One order, one electrotpe does the business. Catalogue free.



ATLANTIC COAST LISTS,

134 Leonard Street, New York.

PRINTERS' INK.

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Vol. IX.

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WHAT THE ADVERTISING AGENT DOES FOR THE NEWSPAPER.*

By D. M. Lord.

(Of Lord & Thomas, Chicago.)

There was a time when all newspapers looked upon gentlemen of our craft as guerrillas. They were borne with on the basis that what "can't be cured must be endured."

In the evolution of business this is entirely changed. All of the metropolitan papers of the country now acknowledge the benefit to the advertising business of the advertising agent, and they have no meeting at which the advertising agent is not a welcome visitor—he takes part in the discussion, is invited to the higher seats at the banquet table and is present at all consultations regarding the advertising business.

In the development of trade the advertising agent has become an institution and has come to stay. He has the same, and more, right to exist than any middleman has. The middlemen in other lines simply act as selling agents, increasing no trade, educating no one to buy more of any given thing, but simply acting as a convenience, for which they are paid a brokerage.

The advertising agent occupies an entirely different field. By his solicitors and his own efforts he is constantly educating people to advertise, showing them how, by judicious advertising, trade can be increased, constantly drumming into the ears of every manufacturer and of every dealer (even those who do not want to advertise) the fact that, by advertising, their business may be stimulated, and where this is multiplied, as it is in this country by hundreds of men in the business, it cannot but be acknowledged that the general public is more surely educated to advertise and to advertise by the best methods.

I cannot better demonstrate the idea

contained in the above than to give some illustrations of cases, some of which came under my own personal observation.

Natural gas was introduced into a large city in competition with the ordinary gas. Connections were made with the gas fields, but takers were few, although announcements were made in the ordinary way of news in the papers. A representative of an advertising agency happened to have an interview with a gentleman connected with the gas company. The result of the conversation was that a scheme was submitted to the company to advertise. A series of advertisements were written, designed, put in type and later placed in the papers. Inside of a few weeks they were compelled to suspend the advertising on account of the number of orders received to make connections. Under ordinary circumstances one would suppose that gas would be the last thing that could be advertised successfully in a large city, but this most strikingly demonstrated the good work of the advertising agent.

Another case is that of a condensed milk manufacturer. The firm had been using the magazines for general advertising all over the country with but moderate success. A representative of an advertising agent asked permission to prepare a series of advertisements with a view of introducing it into a large city. The same course was pursued of writing and designing the advertisements, with the result that in less than a year the entire product of the factory was absorbed by the single depot of this large city, and they were forced to establish another factory.

Another striking illustration of the ability of an advertising agency's work is that of the Hydrox Water of Chicago, and the Consumers' Pure Ice, manufactured by the same company. By these same methods and the expenditure of some tens of thousand of dollars the trade was steadily increased, and the full capacity of the factory is required to supply demands created by

* From an address before the Trade Press Congress, Aug. 16.

the advertising. This last is probably the most perfect illustration of the good work that can be done by a thoroughly equipped advertising agency, as the name was coined, the advertisements written and designed, the booklet which was to be sent to inquirers written, illustrated and printed by the agent, and the work done acknowledged in both method and results to be eminently satisfactory. The idea expressed in the original interview, I believe—from which sprung the whole work—was to place a little three or four-line advertisement for help in some out-of-town papers. These cases might be multiplied without limit, but sufficient has been said to demonstrate the truth of the point made.

It may be of interest to some, who are not already acquainted with the facts, to know that a thoroughly equipped advertising agency of the day includes an expert advertisement writer, a designer with brains enough to catch an idea and develop it, and sufficient artistic sense to make a good picture, a zinc etching plant, engraving department and a thoroughly equipped printing office. These are the later additions to the regular equipment of checking advertisements, etc.

Through the services of an advertising agent the advertiser is enabled to reach larger fields. If I may be excused a personal illustration: A number of years ago the editor and proprietor of the *Western Rural* (Mr. Lewis) met in my office one of the firm of Nichols, Shepard & Co., Thresher Manufacturers, of Battle Creek. Mr. Lewis made the statement that the advertising agent had injured him in this way: that when Mr. Nichols did his business direct he got \$600 or \$700 worth of business from him each year, where now he got about \$200. Mr. Nichols replied at once, saying: "That may be true, but whereas we spent \$600 in each of three or four papers we spend many times over that amount in a greater number of papers, and I believe that it is equally true of other manufacturers, *i. e.*, that while you have less of our money you have a great deal more from others, that without the advertising agent you would not receive, thus increasing the aggregate very largely." Mr. Lewis was frank enough to acknowledge that that statement was true.

AN AD-WRITING BUREAU AS AN ADJUNCT TO A NEWSPAPER.

By William A. Hungerford.

(Washington "Evening Star.")

Although the assertion may be a pretty broad one, the newspaper without a good advertisement or business writer on its staff is lacking one of the most important adjuncts to complete success. The fault with most newspapers is that they are not sufficiently in touch with their commercial clientele.

No paper can succeed without advertising.

No paper can afford to take advertising without giving an equivalent.

In other words, a newspaper may induce firms to advertise a week, month or a year by way of experiment, but as quickly as the advertiser finds he is not receiving an adequate return upon his investment he will drop out discouraged.

Drumming a merchant to death for his advertisement and then firing it in the paper anywhere and in any style, simply to have an excuse to present the bill, is bad business policy.

After a while the entire local field becomes "worked" and discouraged. This discouragement results from two or three reasons. The average local merchant does not know exactly what he should advertise (I am not speaking of the large concerns), nor does he know how to word his advertisement so as to rob it of its mercenary spirit, or, rather, to word it as a matter of information or news. The big concerns can afford the services of an advertisement writer and manager, hence are at a great advantage over the smaller stores.

Again, the average business man is either too busy with other details of his business, or possibly unfitted to give sufficient attention to advertising to make it profitable, hence it is frequently neglected.

The Washington *Star* felt that many of its local spasmodic advertisers would advertise all the year around, and willingly pay a small tax to have their advertisements written, attractively displayed and placed.

That they were right in the supposition is evident from the large number of small daily changed "ads" now running, for the bureau has demonstrated that the small "ads" (from 10 to 60 agate lines), changed daily, or

every other day, with new matter, tersely written and attractively displayed, are equally as profitable in proportion to the expense as the column and double-column ads, and a big factor in causing the small store to grow big.

The *Star* probably has more small, frequently changed local ads than any other daily newspaper in America.

Local business firms contract with the paper for a certain space, or so many lines to be used within a year, and then contract with the ad bureau to write the matter and look after its display, position, etc. The bureau calls upon the firm every day, every other day, or once or twice a week, as desired, and the merchant makes known what he wishes to advertise and gives in his language the description or points to be covered. The ad-writer then puts it in his language, and has it displayed as attractively as the space and matter will permit.

Upon making a contract to take care of a firm's advertising the bureau pre-

pares a scrap-book for that firm and pastes up the "ads" each "change."

All bills are checked and "O. K.'d" by the bureau before presentation.

The bureau charges for its services \$5, \$7.50, \$10, \$15, \$20 and \$25 per month, according to the space, frequency of changes, etc., which charge is added to the bill when presented each month.

The bureau has a good business library; also has a large and attractive display of "novelty" printed matter, such as brochures, cards, schemes, booklets, primers, etc., expressly for the benefit of its patrons in securing "ideas."

While at the World's Fair I made a special collection of this class of printed matter, and upon my return to Washington sent letters to the various business firms inviting them to call and inspect it for "ideas."

I believe that the newspapers should assist the local merchants in every possible way to make their advertising profitable.

A PICTORIAL SUGGESTION.

Mr. Clifton Johnson, the well-known artist of Hadley, Mass., sends PRINTERS' INK the following suggestion for an advertisement for a summer drink.

The picture is from an original photograph by Mr. Johnson. It would be gratifying to readers of advertisements if something of this sort were to replace the epileptic boy that embellishes so many of the root beer advertisements,



For a Hot-weather Drink in the Hay-Field

Or anywhere else there is nothing like Jones' Root Beer. Our 25 cent package will make 2 hogheads full.

ADVERTISING FOR WOMEN.

FOURTH PAPER—DEDICATED TO THE MAN WHO
PAYS THE BILLS.

By Virginia Frazer.

The man who thinks that advertising doesn't pay will find, if he investigates, that it is because he overlooks some one of the minor points which enter into the case; for, after all, Mr. Advertiser, the object of your advertisement is but to catch your customer; the keeping of him depends very largely upon other things, chiefly upon the clerk behind the throne, for he—and especially she—is a very much greater factor in the advertising problem than is usually taken into account. If you do not agree with me at the start, possibly you will do so after reading the following little true story:

Once upon a time, some forty odd years ago, a young doctor and his younger wife moved to a little town, situated upon a big hill, in southern Illinois. The young doctor prospered, as all people do who go about things the right way, and as his dollars and his family grew the young wife soon found that the stores of the town did not supply her dry goods needs to her satisfaction, and she decided to try the shopping by mail plan. She had long been ambitious to send an order to "that big store" whose "ads" in the city papers were carefully read by her day by day.

Now, not having been interested in advertising at so remote a period, I am not prepared to say what it was like forty odd years ago, but it seems that the firm in question and the one other "leading" establishment had for months been electrifying the city with their bold advertising, evidently trying to settle by this means the vexed question of prestige; the tacit understanding seeming to be that the biggest advertiser was entitled to the rank of leader. At all events, they kept it up until the older firm frightened the other into silence by its "enormous" expenditure of printer's ink, and firm No. 2 took a back seat, so to speak. But firm No. 1 had learned a lesson, and kept right on with its big advertising, and our doctor's wife wanting to trade with the best house naturally selected this one, and for years was a regular patron of its mail order department. But one fall she decided to go to the city, stay two whole days and do the family shopping for the winter. Being

the first trip away from home in all the twelve years of her married life, it was quite a neighborhood event. Her sister-in-law, the minister's wife, and several others asked her to attend to commissions for them, and when she left home she had over two hundred dollars of her own to invest, and about as much more for her friends, not counting "two bolts of muslin and a black cashmere dress" for the servant girl, who was going to be married in the spring.

Reaching the city she went to her store, and—a little awed I dare say by the city atmosphere about her—sat down at a counter and waited. I omitted to mention that she wore a plain shawl, not caring to spoil a handsome velvet cloak on a shopping expedition. It was early in the morning, and the girls were grouped about chatting merrily—as is their habit to this day in that identical store—and nobody noticed our doctor's wife, although a girl who stood near, behind the counter, turned "with a smirk"—quotation is the words of the doctor's wife—to a fashionably dressed woman who purchased some trifling article, and returned to her chat, apparently not noticing the first customer. A floor-walker passing by asked, "Are you being waited on?" and at her reply in the negative, called the attention of the young person behind the counter and walked away. The girl, looking over her shoulder, asked, "What did you wish to see?" and, without waiting to hear what it was, turned her head quickly to catch a remark of the other girl, and "I just got right up and walked out of that store as mad as a hornet; to think that, after all the money that I had spent there in all those years, I couldn't be treated civilly because I was just a plain-looking woman in a shawl."

Well, she asked the way to the rival firm, spent all her money there, and to-day is one of its best patrons. Not only that; her five daughters are married—one to a wealthy banker, two to rich physicians, and two to prominent men in the far West. Two of the sons are married and hold positions of trust, and every dollar spent for dry goods by that now large and influential family goes to the rival establishment. In fact, so badly was the vanity of the doctor's wife hurt that in telling me about it forty years after it occurred she (now an old lady) said: "And,

my dear, this is the first time I have been in Brown, Smith, Jones & Co.'s since," and she laughed as a salesman politely advanced to where we were sitting and stood awaiting our order. "Oh, yes," said she, "they are ready enough to wait on my seal-skin coat, but it would have been better policy to have paid a little attention to that shawl forty years ago."

In this case a five-dollar-a-week girl indirectly robbed her employer of the customer for whose patronage he had spent thousands of dollars in advertising, and the same thing is being done every day right under his nose in more than one retail house in every part of the country.

Possibly, Mr. Advertiser, you smile at this as an exceptional case—call it a trifling matter. Very well; I don't care what you call it so you recognize the *fact*. What you may choose to call trifles make up a large part of the average woman's life. Her vanity, or what she would call her "feelings," may be a trifle, but if you want her dollars you must take it into account.

A certain clerk in a great Philadelphia house, famous for its advertising, in which it constantly invites people to "come and look"—and claims to treat all politely, whether buyers or merely lookers—this clerk is so rude to those who do not buy that I have heard women say: "I never go to the — department if that tall, red-headed girl is there." And, being interested, I managed to have her wait on me one day. After looking over several articles, I thanked her politely as I walked away without purchasing. She slammed the articles back into the box, and I couldn't be hired to buy a cent's worth of that girl.

A man clerk in another house has twice asked me, "Did you wish to buy so and so to-day?" and of course I ever thereafter avoided that store.

Salespeople generally take their "tone" from the man at the head of the department, and whole departments in stores are notorious for their polite or rude clerks—such expressions as "I never go to Black & White's for silks, their silk clerks are so unaccommodating," being commonly heard.

One store in a Western city is famous for its hosiery, which is the best-paying stock in the house. The man in charge is always good-natured, polite to every one under all circumstances, and his clerks are all like him.

There is never a rude speech heard from behind his counters, and it pays.

Another nuisance in many dry goods stores is the ubiquitous floor-walker, who is prevalent both in the East and the West, one house in St. Louis being a notable exception, for I have often heard women say: "It is a pleasure to shop at Barr's; you can walk about and look as much as you please without having a man step up every few minutes to ask if you are being waited on, or what department you wish to go to." Philadelphia's great dry goods house is also, as everybody knows, a place where the floor-walker attends to his own business and allows others the like privilege. As a consequence, Barr's in the West and Wanamaker's in the East are noted as houses where the people feel at home.

On the other hand, I spent about fifteen minutes in a celebrated New York establishment the other day, and it seemed to me that an average of one minute would be a fair estimate of the number of floor-walkers—I don't know the dignified Eastern term for the gentlemen of this profession—who wished to ascertain if I was waited on. They persisted in thrusting upon me the information which I knew how to secure when it was wanted.

Now, I have said nothing new, Mr. Advertiser. I've considered both the inattentive clerk and the too-attentive floor-walker, but you know it all much better than I; only, I beg of you, the next time an "ad" fails, stop to consider if this may not be one of the reasons why.

INFORMATION WANTED.

A gentleman of business experience, with ample capital, is about to place upon the market a new patent medicine which, if judiciously advertised, may command a general sale. He will sell through druggists only, and the price will be 50 cents a package. He wishes to know *how* to advertise in the best manner, whether to use local papers or weeklies and monthlies of large circulation—expressing his own preference for the latter plan. We invite correspondence on these points, since they appear to be of sufficient importance to interest and instruct a large class of our readers, to whom the information thus conveyed will be of practical value.

ADVERTISING LESSONS AT THE FAIR GROUNDS.

By John Irving Romer.

The man who made a big appropriation for "advertising" at the World's Fair, thereby cutting his newspaper appropriation in half, is a pretty sick looking individual about now. He is finding out what a difference there is between occupying a fine position top of column next to reading matter, in a newspaper of limited space, where his announcement is sure to be seen and read by a definite number of people and having to put up with a small, out-of-the-way corner in a building comprising 44 acres of floor space! Picture the feelings of an advertising magnate who has signed a check running way up in the thousands and big enough to warrant him, as he fondly supposes, in "owning the Fair"; he arrives for the first time at the Manufacturers' Building and attempts to find his own exhibit by the aid of the official catalogue. After losing his way two or three times in the labyrinth of aisles, he gives up the hopeless task and inquires his way from guide to guide. At last, after much walking and much confusion of senses, he arrives at his destination. Alas, where are the admiring crowds that he expected to find? Unless he happens to be one of the few exceptions, they are conspicuous only by their absence.

It is plain that the occasional sight-seer who stops to observe forgets all before he has gone many yards further. As a universal exposition, the Chicago Fair is a huge, glittering success, but as an advertising and business venture it is a magnificent failure.

As a rule, the few exhibitors who believe the Fair a good advertising investment are the ones who are not in a position to judge of its value. It is the man who is looking for direct returns who can speak most feelingly on the subject—as for the other fellow, it will take time to open his eyes. Whatever the cause, it seems to be generally conceded now that the number of orders taken has been most disappointing. One firm, whose exhibit attracts many visitors and who are in a line of business calculated to induce spot purchases if any will, informed me that their orders up to date did not exceed

\$10,000, while the cost of their exhibit was \$28,000. As it is an expensive one to run, they will be happy if their profits cover running expenses, without regard to original cost. But on the whole, I think the effect of the Fair will be beneficial toward the newspapers. Such an exposition is really a gigantic advertising scheme, and the disappointment arising from it is likely to make advertisers suspicious of all schemes in the future. With such a conspicuous example before them they will remember that the good newspaper is really the only medium of proven value.

Yes, there are advertising lessons at the Fair—one may observe them at every turn. Often the most impressive ones come from the most unexpected quarters. Some of the foreigners on the Midway, for example, show a most surprising talent at advertising, which might well be the envy of the modern expert. The waffle man, with his everlasting cry of "Hot-ot-ot-ot," attracts and enchains public attention in the face of much more ambitious attempts, simply because he is different from the others. And the innocent Egyptian, who persistently announces "Very good Bum Bum, very nice Bum Bum, very fine Bum Bum," succeeds in selling his nauseating candy and gathering in the shekels on a similar principle.

The whole Fair abounds with suggestions emphasizing this primary law in advertising. For example, everywhere among the exhibits, the sight-seer is confronted by the stereotyped notice, "Hands off," or "Do not touch." But at one of the booths of the National Cash Register Co. is a sign of a very different character. The public is cordially invited to touch and even operate the machines to its heart's content. The result is a constant crowd that delights in gratifying the desires that are everywhere else repressed. In one respect, at least, the National Cash Register Co. has mastered the art of "being different."

An example of the futility of trying to attract attention by the use of some device remote in character from the thing it is sought to advertise was remarked at the exhibit of the Hale & Kilborn Mfg. Co. A crowd was

drawn about this display by an electric piano. But the people had eyes only for the piano that played without apparent human agency, and it was necessary to inquire at a neighboring booth to convince one's self that the real thing advertised was car-seats and not pianos. The same sort of error is frequently to be observed in newspaper advertising, but the way it works is rarely made so apparent. The lesson of such an exhibit is that, if any outside attraction is used as an advertising device, it should apply directly and unmistakably to the real subject in hand. In fact, the whole tendency of the Fair is to impress the importance of plainness and directness. One can afford to smile at the efforts of the man whose exhibit led to such confusion in the public mind as to compel him to put out the following explanatory placard:

THIS IS A SHAFT AND HARNESSEXHIBIT—NOT A
SULKY EXHIBIT.

There are some newspaper advertisements that are sadly in need of similar labeling.

A curious thing was that the most vivid impressions I carried away from the Fair were of two articles whose exhibits I did not see at all. Hires' Root Beer and Adams Tutti-Frutti are the best advertised things in the grounds, simply because they are everywhere. In no single instance are they extravagantly advertised, but their signs keep popping out at you wherever you may go. It is a case where mere repetition wins. That ill-bred youngster of Hires, with his finger in the air, is no favorite of mine, but he certainly does make an impression upon you, especially when you find him at every turn.

Lists of names are merchantable commodities nowadays, and they command a ready sale, particularly if they are "live names" and are those of people known to be interested in certain subjects. Such lists appear to be about all the negotiable assets that many exhibitors at the World's Columbian Exposition are likely to acquire. A large number of the exhibits are equipped with registers, and the inno-

cent visitors are requested to inscribe their names therein, which they do, probably without thought of the results. I noticed some long-headed sight-seers, however, who pointedly declined to register, because, as they explained, they didn't care to be inundated with a lot of circulars. But are lists gathered in such a promiscuous way really valuable for circularizing? They are certainly not equal to those acquired in the course of legitimate newspaper advertising, for, as every Tom, Dick and Harry who happens along may inscribe his name, it is likely that only a small proportion of those so registered are interested in the goods for sale.

OTHER PEOPLE'S BRAINS.

By Nelson H. Grover.

(Of the Walker-Sawyer-Stetson Co., Boston.)

In a recent issue of PRINTERS' INK I read an article entitled, "Things Beside." Among other things the writer said, in referring to originality: "Novelties are helpful in pointing you out to the public, if they are novel and original. But you might as well hope to be admired in stolen clothes, and the whole world conscious of the steal, as to expect to derive benefit from another man's ideas worked over for yourself."

This is a pretty sweeping statement. It seems to me it was intended as a stimulus to originality. As such I heartily commend it. But if the writer means that effective, result-bringing advertising cannot be obtained by working over the cream of other people's ideas and adapting them to your own business, I differ with him. Observation will disprove such a statement. Among the most successful advertisers there are not very many who *employ really original methods*.

The idea of doing as other successful people have done is prevalent in other departments of business. Take, for instance, the selling of goods. A finds that by giving a bonus for a certain amount of goods purchased he can secure new trade. B discovers that by giving away chromos trade will come into his store that otherwise would pass by on the other side. Both have imitators without number. And yet, who will say that some of these imitators have not been successful?

In every walk of life we find a cer-

tain number of followers to every leader. This is a law of nature. If it were not so, this world would not maintain its balance.

Many a man gains a reputation as a wit, when, if the truth were known, his memory should have received the praise. He reads, observes. His mind instantly absorbs the most striking, the best. When he is in need of a good catch-line or a witty saying to attract the attention of the trade to his business, he has it within calling distance. In a nutshell, he uses other people's brains. The world may or may not know of the steal. Be that as it may, he will profit.

The best substitute for ability is other people's ability. That you are quick to recognize a good thing certainly counts in your favor. Many an adept at using other people's ideas has been far more successful than the originator.

The statement referred to, if correct, would have a dampening effect on the new department of PRINTERS' INK, called "Ready-made Advertisements." Many excellent ideas have appeared in this department, ideas which could be profitably adapted to most any business. Some of these productions, copied word for word, would undoubtedly bring good results.

If we were to treat the "ads" of many large advertisers of the present day to a microscopic examination, we would find many a germ of a Gillam or a Powers, or of some other bright advertising writer. In many cases these germs can be seen with the naked eye. The whole world is aware of the steal. And yet, does that impair the value of the "ad?"

Many excellent crops have been harvested from this field of originality. For the future, fertilizer is needed. Just the right kind is hard to find. None has yet been discovered which will guarantee such abundant harvests in the future. And, like the farms of New England, which are said to be running out, one will have to work much harder than formerly to secure even a moderate harvest. Better to make use of other people's ideas when practical than waste time hunting for originality.

ENGLAND has a weekly paper for the blind. It inserts advertisements in the raised letters of the Braille system at 4d. per line.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, August 16, 1893.

The legal decisions of the last few days here have in so many instances affected advertisers of all kinds, and have so often possessed an especial value and instructiveness for American readers, that I do not apologize for devoting a letter to a discussion of them and of the points of law which appear important from the standpoint of readers of PRINTERS' INK. Wherever necessary, I have obtained information and particulars first hand from persons engaged.

* * * * *

Probably the most interesting case is that of Messrs. S. Kutnow & Co., of 66 Holborn Viaduct, London, already mentioned in PRINTERS' INK of July 26, who, as I then predicted, have at length gained a complete victory over the Carlsbad municipality. The taxpayers behind that body will probably regret the day when their rulers attacked the firm named. It will be remembered that I described the case as an instance of the way in which, by the peculiarities of our trade-mark system, a man may be harried and hampered, and kept from pursuing what has now been emphatically declared by judicial pronouncement a perfectly legitimate and honest trade. The court took exactly the view of the matter propounded in PRINTERS' INK. "This case has been kept open, I don't know why," said the judge, in effect, "for about three years," and he went on to condemn the proceeding in strong terms, particularly animadverting on the evidence of one witness for the municipality, who, he said, "had been got at by the corporation." Kutnow's Improved Effervescent Carlsbad Powder was a perfectly honest preparation, honestly worked; "it was an improvement; it took away the nasty taste of the natural spring, and it was made effervescent, a quality which the natural salts did not possess." The law of the case turned upon the right of Kutnow to employ as a trade-mark a public monument called the Hirschenspring (Deer-leap) at Carlsbad. The court had never heard that any person might not adopt as a trade-mark the picture of a well-known object that was the property of some one else, and there was no ground for the suggestion that the mark in ques-

tion was being used in any illegitimate way. Consequently the trade-mark of Messrs. Kutnow & Co. would be upheld, and the appeal of the Carlsbad municipality dismissed with costs.

* * * * *

This case is of importance because, had it been decided otherwise, no public monument (such as the Bartholdi "Liberty" statue, for instance) could be registered as a trade-mark; and the illustrative value of the case, as bearing on the general law of registration, lies in the security which it shows to exist against any *real* grievance in the way of adopting designs for a trade-mark. For, if all this fuss can be made of a matter that is driven out of court, as above shown, when it comes to trial, I think it makes it evident that any one whose rights were really menaced can have no difficulty in protecting them.

* * * * *

Another trade-mark case, which had rather an amusing issue, was lately tried. Messrs. Brooke & Co. (proprietors of Brooke's Monkey-Brand Soap) applied to register the name "Nugget Soap" as a trade-mark. The registrar refused to accept it as a registrable name, for reasons not important to the present narrative. Brooke & Co. appealed successfully, and the mark was ordered to be placed on the register of trade-marks. As soon as the first step in this was taken—that is to say, as soon as the proposed trade-mark was published according to law in the official gazette of the registrar's office—a new claimant appeared in the person of a Mr. Tinker, who had applied for registration of the name "Gold Nugget Soap," and, this being refused by the registrar, had abandoned the attempt. The appeal having shown that this name was a valid and registrable trade-mark, there could be no longer any ground for refusing it to Mr. Tinker, and consequently Messrs. Brooke & Co. did not get their trade-mark after all, though their energy, expense and trouble had the effect of getting it put on the register for the benefit of some one else!

* * * * *

Mr. Mellin, of Mellin's Food, has been having trouble of another sort. A Mr. T. White, of Portsmouth, who sells Mellin's Food, conceived the genial idea of adorning the wrappers

of that article with a label of his own, to the following effect:

NOTICE.—The public are recommended to try Dr Vance's prepared food for infants and invalids, it being far more nutritious and healthful than any other preparation yet offered. Sold in barrels, each containing 1lb. weight, at 7½d. each; or in 7lb packets, 3s. 9d. each. Local agent, Timothy White, chemist, Portsmouth.

Mr. Mellin hereupon sued Mr. White, and pending a full trial of the action, applied to the courts for an injunction to restrain the latter, in the interim, from continuing the practice referred to. It will be seen that this raises the difficult question: How are you to prevent a man from doing what he likes with the Mellin's Food when he has bought and paid for it? The court would evidently have liked to decide in Mr. Mellin's favor; but it could not lawfully do so. I give the judgment, as reported in the daily papers:

Mr. Justice North thought it a piece of sharp practice for the defendant to put on Mellin's wrappers a statement that his own food was better. His lordship did not recollect having seen a similar step taken before. But he did not see on what ground a tradesman had not a right to send a puff of his own goods with similar goods of another trader, either in a separate envelope or on a separate piece of paper in the same envelope; and if he could do that, why could he not attach a label to the cover of the goods themselves? However, the latter point was one on which there might be a question of law for the trial of the action. His lordship would have been glad to hear an offer from the defendant's counsel to discontinue the practice until the trial; but he did not see his way to grant an injunction now.

That is to say, until his case is finally settled, and perhaps afterwards, if Mr. Mellin is beaten (I hope he may not be, but fear he will) any substituter may not only do all he can to get purchasers to take his substitute in place of the advertised article, but he may even stick a recommendation of it on the very package that the advertised goods are put up in, when he does sell them. This seems to be a very hard case, and one would like to see it redressed; but "hard cases make bad law," and one trembles for the result.

* * * * *

The next case is of a different kind. Through the mishap of an employé in letting fall an advertising lamp suspended outside their premises, a firm carrying on business in Birmingham have been condemned to lose the large sum of one thousand pounds. The man was cleaning the lamp when it

fell, and unfortunately a gentleman named Voase, manager to Messrs Pickford & Co., the railway carriers, who happened to be passing underneath, was knocked down and sustained certain injuries. Mr. Voase brought an action for compensation. As to the gravity of his injuries there was a conflict of expert testimony, as invariably happens in such cases when doctors are called on either side. That he was seriously hurt cannot be doubted, for, with the exception of a brief interval in March last, he has been unable to do any work since the occurrence. It was not denied, moreover, that he is suffering from facial paralysis and diabetes. The lamp that did all the mischief was so insecurely fastened that it fell from the mere fact of a screw being turned the wrong way.

* * * * *

The moral of this is quite clear. Advertise in newspapers. *They* won't fall down and break any one's head, and there will be no danger of your having to pay £1,000 compensation for them.

* * * * *

But the effect of a newspaper paragraph may be far-reaching in its legal consequences sometimes—especially in France. A Monsieur Cornet, overseer at the West of France Engine Works, was severely attacked in the columns of a railway newspaper, *L'Echo des Chemins de Fer* (anglice, "The Railway Echo"). He took these criticisms so much to heart that he committed suicide, leaving a widow and child. The said widow brought suit for damages against *L'Echo*, holding that her husband's death was the direct result of the criticisms in that paper, and the court, concurring in that view, awarded the full amount claimed, £2,000, and condemned the newspaper in the entire costs of the action!

* * * * *

But this is a digression. One more case of advertising interest and readers of this column will probably have had enough of these "nice sharp quilllets of the law." Messrs. Macdonald, Sons & Co., Limited (a stock company trading in medicated wines and foods), came to liquidation, in the course of which the following remarkable facts were revealed: Nine medical men, at the formation of the company, received each a £25 fully paid-up share in the concern, conditioned on their prescribing and recommending the goods of

the company. By some clerical error, these paid-up shares were not registered as such according to law, and the liquidator therefore placed the names of the nine luckless medicos on the list of contributories to the estate of the company. Considering the position of these doctors one would have thought they had better pay and say nothing; but they preferred to resist, even at the expense of publicity, and so far as getting out of paying the £25 a head goes, they have succeeded, though no costs were given. The ruling of the court concluded with some strong remarks—not a bit too strong for the circumstances, in the opinion of the present chronicler. The learned judge said:

I cannot, I think, leave this case without saying one word about the facts. It is, to say the least of it, a very sad thing that members of a learned profession should have condescended to accept these fully-paid shares on these terms. It may be that an individual doctor thought well of the wares of this company, and in prescribing or recommending them he acted according to his convictions. But it is not the less a fact that these shares were taken by these doctors as bribes. For my own part, a great deal of the difficulty that I have had in considering the case has arisen from a strong feeling that if these doctors were put on the list of contributories it would serve them right. But it is not my duty by my judgment to arrive at a conclusion of law contrary to what I believe to be the principles of law merely because I disapprove of the conduct of the litigants. I have only to administer the law as I believe it to exist, and I have done so. I do not think I shall give the applicants any costs.

* * * * *

The following explains itself. Cannot happy, free America worry along without letting loose upon this small island the hitherto evaded nuisance of the book-agent?

WANTED—Active workers everywhere to take orders for "SHEPP'S WORLD'S FAIR PHOTOGRAPHED." A magnificent collection of 250 copyrighted photographs of Buildings, Scenes, Exhibits of the World's Columbian Exposition. Splendidly described. Authorized by the Official Management. One Oblong Volume 9x11 in. Half million copies sold in the U. S. Foreign agents doing tremendous business. Books shipped to any part of the world. Little or no capital needed. Finely illustrated circulars and terms FREE. Outfit and 50 photographs postpaid only 4s. Address: Globe Bible Publishing Co., 358 Dearborn St., Chicago, Illinois, U.S.A.

This advertisement graces the "Situations Vacant" column of the daily papers in London.

◆◆◆

Policeman: Madam, what are you promenading the sidewalk and watching that sixth-story window for?

Madam—My husband just took some poems up to the editor. I want to stand under and break his fall!—*Town Topics*.

MIGHT BE STILL BETTER.

OFFICE OF THE DAILY MERCURY,
The Advertising Medium for the Tennessee Valley. Oldest Weekly in the State. Seventy-sixth Year.
HUNTSVILLE, Ala., Aug. 28, 1893.

Editor of PRINTERS' INK:

Your list of twenty select Alabama papers is good, but I think will be improved by the following corrections:

Strike out Gadsden *Leader* and insert Gunterville *Democrat*.

Strike out Huntsville *Argus* and insert the Decatur *News*.

Strike out Sheffield *Enterprise* and insert Tusculumbia *North Alabamian*.

Why? Because the papers I name are old-established weeklies and, besides having a larger number of readers, exercise an influence in their territory that is attained only by the "old reliable" weeklies over their rural readers.

R. L. O'NEAL,

Manager *Daily Mercury*.

THE GOOD DIE YOUNG.

MONTGOMERY, Ala., Aug. 24, 1893.

Editor of PRINTERS' INK:

Marked copy of issue of the 23d at hand. I note your list of the twenty best papers with which to cover Alabama. It is very good with one exception, viz., the *Sheffield Enterprise*. That paper suspended some months ago.

Yours truly,

THE MONTGOMERY ADVERTISER,
F. P. Glass, Sec'y.

NOW FOR PLATES AND DISHES!

From the *Philadelphia Record*.

The field of the advertising man, which seems to be unlimited, has extended to the very dining-rooms. His latest idea is to supply dishes with advertisements burned on them to restaurants at an almost give-away figure. So when one raises a nicely-turned omelet from the dish before him, he must not be startled to be greeted with the inscription, "Use Hunkidory for that morning-after headache." Under the sheltering wing of a broiled chicken he may have the advice thrust upon him to "Take the Q. R. and X. Route for Chicago." This is the very newest, but the most expensive kind of advertising.

THE EDITOR HAS A LONG HEAD.

From the *Atlanta Constitution*.

Editor Reed, of the Athens *Banner*, is allowing his advertisements to crowd his excellent editorials.

Cynical Editor: Ah, it's the way of the world. We never strew flowers on a man's grave until after he is dead.—*Texas Siftings*.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—A list of local News Bureaus. Send in your name. Address "C. M. B.," P. O. Box 709, New York.

WANTED—To buy established weekly in Minnesota, Iowa or Dakota town of 2,000. Address "T. H.," care Printers' Ink.

SECRETARY'S Manna.—221 pages; \$1.50; circular free. W. A. CARNEY, Santa Paula, Cal.

COLUMBIAN postage stamps wanted. Send to E. T. PARKER, Bethlehem, Pa., for a schedule showing prices paid for used Columbian postage stamps.

ILLUSTRATED features for newspapers. Artistic, attractive, cheap. Send for proofs and particulars. Address CHAS. W. HARPER, Columbus, Ohio.

A CHANGE WANTED—Position as local or telegraph editor on daily in small city desired by an experienced man. References. Address "X," Old Orchard, Me.

TOBACCO HABIT CURED by ANTI-NICOTINE. 50 tablets for \$1 will cure any case. Pleasant, harmless, reliable. Agents wanted. LOOMIS DRUG CO., Waupaca, Wis.

CUTS for advertisers. Bright, attractive, cheap. Absolute satisfaction guaranteed. Send for late proofs and particulars. Address CHAS. W. HARPER, Columbus, Ohio.

ENERGETIC young man, educated in newspaper writing, desires better position than present one. Enterprising paper in a small city preferred. "BERRY," care Printers' Ink.

WANTED—Situation as manager or foreman of country or minor city newspaper, or in editorial work. Satisfactory references. Address "EXPERIENCE," care Printers' Ink.

WANTED—Young man (fourteen years in printing and pub. establishments) wants position in office as manager or supt. East or West. References O. K. "DIX," care Printers' Ink.

WE will pay highest prices for used Columbian stamps (above 2c. value), also for any old U. S. stamps. Send list of what you have. CRITTENDEN & BORGMAN CO., Detroit, Mich.

EMBOSSING attracts trade. Ideas on every one of the 160 pages (9x12) of "A MINT OF HINTS" that are worth cost of entire book, \$2.00, post-paid. Send for sample page. GRIFFITH, AXTELL & CADY CO., Embossers, Holyoke, Mass.

ANY TIME you want hustling, energetic agents and canvassers anywhere, let us know. Have 65,000 at \$1 per M; the lot for \$50. Cash order and authentic. Every State and Ter. *New lists daily*, 20 years' exper. S. M. BOWLES, Jr. P. Woodford City, Vermont.

WANTED—Your address and ten cents, for which I will send copyrighted chart for family tree, showing how to keep a complete record of your family connections and ancestors. Popular and intensely interesting. Ad. W. E. HAWKINS, 712 Market St., Wilmington, Del.

EVERY PRINTER to publish an advertising specialty that can be mailed with a letter without additional cost for postage. No money required (except for sample) until profit is assured. Samples twenty-five cents; none free. Cost of samples can be deducted when agreement is made. Address JOHN KACHELMAN, JR., Evansville, Ind.

TO Newspaper Publishers—We offer some of our non-assessable \$1 shares for carrying our 3-inch ad 6 months. Ad changed monthly. Incorporated capital, \$100,000. No personal liability to stockholders—State law. We reserve right to reject any offers. Send rates, offer and current copy of paper. COLUMBIA RIVER IRRIGATION & IMPROVEMENT CO., Lizzie M. Clark, Sec'y and Treas., Kiona, Washington.

WE want an Agent, in every city and large town, to whom we may from time to time apply for information as to the relative standing, influence in the community, circulation, and consequent value to advertisers of the various newspapers issued in the place or vicinity. Neither the service which the agent will be called upon to render nor the compensation for the same can be very great. The agent must be of good character and have a respectable standing in the community. A reporter, a pressman or a local merchant (particularly one who advertises), a lawyer or a banker would be competent. Correspondence is desired with persons competent to act, and who are willing to give the service required in consideration of a copy of the Directory yearly (by express) and a paid-up subscription to PRINTERS' INK. Applicants will please address AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., New York.

WANTED—Position as advertising manager, by a shrewd, judicious, brainy man, who can make every dollar tell. Has prepared some of the largest and most successful advertising in the country. Good salary expected, and will earn it. Address "COMMON SENSE," care Printers' Ink.

ATTENTION, AGENTS!—"The Paderewski Game of Music." Something new, handsome, interesting and valuable. The best educational game put upon the American market within the remembrance of the present generation. Easy to carry, easy to show and easy to sell. \$3 to \$5 a day easily made. Address THE THOMPSON PUB. CO., 225 South 6th St., Philadelphia, Pa. Sample game, postpaid, 25 cents.

ADVERTISING NOVELTIES.

A NEW puzzle, in 100,000 lots. FIGURMANIA CO., East Sumner, Me.

A HUSTLER wants adv. novelties for New England territory. Box 569, Orange, Mass.

CLOCKS for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial. Address SETH THOMAS CLOCK CO., 49 Maiden Lane, New York.

DO you use "stickers!" We have extra facilities for printing all kinds of gummed labels. Send sample and state quantity used monthly, for an estimate on your work. W. W. LYON, Manchester, Conn.

MANAGERS of advertising in retail stores can easily make their own placards by the use of the Park Paste Paints. Send one dollar for four boxes, different colors, with alphabets and instructions. W. W. LYON, Manchester, Conn.

I HAVE sold land, water and space, as well as various kinds of merchandise, for myself and others. If you have anything to sell which needs publicity, send me a dollar for a sample advertisement. WM. WARREN LYON, Highland Park, Conn.

THE best means to push circulation and get the attention of advertisers is to use our music plates in your paper. We publish the principal pieces of vocal as well as instrumental music. Will take pay in advertising in your columns. Address NEW YORK MUSICAL ECHO CO., Broadway Theater Building, N. Y.

FOR SALE.

81 BUYS 4 lines 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

GAZETTE ADVERT-RECORD—For papers, \$1. Testimonials. GAZETTE, Bedford, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue. 25c. AM. ILLUS. CO., Newark, N. J.

1,000 NAMES for sale. Agricultural, printed, fresh, for \$1. L. O. FULTS, Jeffersonville, Ohio.

FOR SALE—Double cylinder Hoe press; good as new, latest improved. Price, \$2,000. E. M. HOOPEES, Wilmington, Del.

SPECIALTY—Paper and job office. Pop. 125,000. Small capital required—a snap for live man. Address L. D. STINSON, Kansas City, Mo.

FOR SALE—At par, a controlling interest in the stock of the W. D. Wilson Printing Ink Company, Limited. Capital, \$75,000. Address "G. F. K.," P. O. Box 709, N. Y. City.

FOR SALE—A paying local newspaper. Full financial statement furnished; unexceptionable reason given; fully established; intelligent American community. CHIEF, Fiskville, Ill.

FOR SALE—6,000 addresses of school teachers in the Province of Ontario, the garden province of Canada. Five dollars a thousand, or \$25.00 for the lot. THE MAIL, Toronto, Canada.

WE have for sale 2,000 names and address of country property holders getting mail since July 1, 1893, in Neb., Tex., Kan., Mo., Ohio and Iowa, which we will sell for \$2.50, or 1,000 for \$1.50. TERRELL & CAROLAN, Seguin, Texas.

WILL SELL FOR \$5,000 an old-established Sunday paper, with job office, in flourishing manufacturing city of 30,000. Business nearly \$7,000. Great bargain. Address "SUNDAY," care American Press Ass'n, Cincinnati, O.

ADVERTISEMENT CONSTRUCTORS.

CHARLES A. BATES, 91 World Bldg., N. Y.

ADs built. Send for free sample, giving particulars. S. C. LEWIS, 54 Franklin St., N. Y.

ADs to order. Any style on approval. W. H. EASTMAN, E. Sumner, Me. [No. 2. Copy right 1893].

PLANS of advertising prepared. Ads written singly or in series. Primers and jingles for any business. Terms moderate. JOHN S. GREY, care Printers' Ink.

UNIQUE little ads boom my business; they would yours. A regular little "purse-opener" as a sample. \$1. JED SCARBORO, Box 63, Station W., Brooklyn.

I GET up illustrated advertisements of every kind for general advertisers who want something distinctly effective, and are willing to pay for it. F. CROSBY, 822 Broadway, N. Y.

ADs of all kinds, primers, pamphlets and catalogues prepared in original, effective forms. Illustrations made and entire charge of mechanical work assumed if desired. Address JOHN Z. ROGERS, 769 Monroe St., Brooklyn.

A MAN of ideas and wide experience wants position as advertising manager and writer where half his time will bring \$1,500 a year, or all of it \$3,000. The very highest references as to ability and character. Address "B.," care Printers' Ink.

PLAIN TALK—The kind of talk that holds attention—that convinces—that sells. I put it into advertisements, circulars, booklets. I have studied the art of saying things and the business of selling them. They go together toward success. I believe I can write talk that will sell anything that has merit. I won't write about it if it hasn't. Do you need such service? Send for "My Idea of It," it's free. CHARLES A. BATES, 91 World Bldg., New York.

FOR most of the ordinary lines of retail business I can afford to write catchy and convincing ads, with attractive display, at the rate of 3 for \$2, or in series of 10 for \$5—cash with order. For special work, circulars, booklets or catalogues, I make prices in proportion to the time and labor involved. I take entire charge of the literary and mechanical part of such work, and guarantee effective and economical results. CHARLES A. BATES, 91 World Bldg., New York.

THEATER PROGRAMMES.

ADVERTISING in N. Y. theater programmes, season '93-'94. For rates, etc., address ADOLPH STEIN, 113 E. 14th St., N. Y.

PREMIUMS.

PREMIUM USERS—Write for a good article to KUHN & CO., Moline, Ill.

FOR particulars of an excellent premium, write W. F. BULLARD & CO., Boston, Mass.

BEST goods for mail order business and premiums for publishers and manufacturers. W. N. SWETT & CO., 22 Reade St., New York.

NEW illustrated catalogue of the best premiums for newspapers and manufacturers now ready. Send for it and get new business. HOME BOOK COMPANY, 142 & 144 Worth St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

HANDSOME ILLUSTRATIONS for papers. Catalogue. 25c. AM. ILLUS. CO., Newark, N. J.

YOU want to know of a crack ad artist? Artist Lincoln, Metropolitan Building, Madison Square, N. Y. 10 years with leading periodical advertisers.

ADVERTISING AGENCIES.

WILLIAM HICKS, Advertising Agent. 150 Nassau St., New York.

NEWSPAPER Advertising and Purchasing Agency. 19 East 14th St., New York.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

TO LET.

TO LET—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light. For further particulars address **GEO. F. ROWELL & CO.**

MISCELLANEOUS.

LEYEY'S INKS are the best. New York.

VAN BIBBER'S
Printers' Rollers.

TO regulate the stomach and bowels, take a **RIPANS TABULE.**

MONEYED men only should send for copy of my large circular. **J. P. WINTINGHAM,** 36 Pine St., N. Y.

PAPER DEALERS—**M. Plummer & Co.,** 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of **Printers' Ink.**

“WORTH Consideration and Inquiry!” The simplest copying device is **The Express** Duplicator, reproducing every twenty minutes over 100 fac-similes from any writing. It's the best investment, because self-paying every time used. **BENSINGER MULTICOPYER CO.,** 53 Nassau St., N. Y.

ADVERTISING MEDIA.

SEATTLE TELEGRAPH.

OUR Southern Home, 40p. mo. Immigration journal. Cir'n large, advg. rates low. Hamlet, N.C.

WISCONSIN AGRICULTURIST, Racine, Wis. Proved circulation, 30,000; 30 cents a line.

NATIONAL REAL ESTATE JOURNAL, K. C., Mo., only paper reaching investors. 5c. per line.

THE WOMAN'S MEDICAL JOURNAL Toledo, O., reaches every woman physician in the world. Try it.

ALBANY, N. Y., TIMES-UNION, every evening and WEEKLY TIMES, reach everybody. Largest circulation. Favorite Home paper.

PACIFIC RURAL PRESS, San Francisco, published weekly; largest circulation rating according to any agricultural paper in California.

ADVERTISE with the Church Press Association, incorporated, publishers of twenty church magazines. Samples and rates on application. 10 S. 18th St., Phil'a., Pa.

PRODUCER AND BUILDER, Boston, furnishes its advertisers with daily construction requirement news reports. Largest circulation of any New England builders' journal.

FREE PRESS, Kingston, N. C., reputed to be one of the two or three best weeklies in North Carolina. Issues over 1,000 every week—average larger. Has very few dead beats. Nice print.

\$10 will pay for 5 lines of advertising 4 weeks in 100 Illinois newspapers having a guaranteed circulation of 1,000 copies per week. **CHICAGO NEWSPAPER UNION,** 10 Spruce St., N. Y.

MINING AND SCIENTIFIC PRESS, a weekly, published at San Francisco, has the largest circulation rating accorded to any paper in California published in the interests of miners and engineers.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. **THE OHIO STATE JOURNAL**—Daily, 12,500; Sunday, 17,000, and Weekly, 23,000—covers the field. All leading advertisers use it.

LEXINGTON, Ky.—Chief city of the Blue Grass region. **THE LEADER** is the only paper issued every day in the year; the only paper printed on a web perfecting press, and the only paper whose circulation is guaranteed in **Rowell's Directory.** Are you in it?

EDUCATIONAL INDEPENDENT circulates among teachers and pupils of Pennsylvania schools. 5,000 per week guaranteed. One-half cent per line per 1,000 makes advertisements cost 2c. per inch each insertion. Clean ads only. Trial orders solicited. **EDINBORO (Pa.) PUB. CO.**

ARIZONA KICKER—Latest and best thing out; 8 pages; published weekly. Every day Western life graphically depicted. Fortune in it for new dealers. Don't say you haven't read it, but send 10 cents for sample copy, 50 cents for 3 issues, or \$2 for a year's subscription. Sent to any address. **ARIZONA KICKER, Tombstone, Arizona.**

NO man having goods to sell, who has ever given intelligent thought to the question of advertising them, can help but know that the most thorough medium is to own and issue, at regular intervals, to his trade a paper carrying his imprint and describing his stock. If there is any value in general newspaper advertising, where your advertisement is one of many contending for the same trade, such value must be increased a hundred-fold when your advertisement is the only one and goes exclusively to your possible customers. The new year is upon us. Try a paper of your own for one year. It is not cheap. Nothing good ever is. Curtail all other advertising this year. Send to **PICTORIAL WEEKLIES CO.,** 132 Nassau St., for estimates.

A SPECIAL OFFER—For a page advertisement in **PRINTERS' INK** for the 52 issues that make up a year the charge is \$5.00. We now solicit a page advertisement from you for **PRINTERS' INK** for the year 1894, and for such an order, at this time, offer the following concession, viz.: The advertising may begin now and appear in all the remaining issues in 1893 without additional charge, thus extending the year over 68 weeks at the price of 52 weeks. For a half-page advertisement the price is \$2.50, or one-half the price of a page. For a half-page order received now the same concession will be made that is offered for an order for a page. For a quarter-page in **PRINTERS' INK** the price is \$1.50 a year; but we will accept an order for a quarter-page, to be inserted from now till the end of December, 1894, for \$1.50, thus giving 68 weeks at the price of 52 weeks. A two-line display advertisement inserted in **PRINTERS' INK** for a year costs \$35; but for \$50 we will receive a two-line advertisement, to be inserted from now till the end of December, 1894. Any additional space may be had on the same conditions at \$20 a line for the whole period of 68 weeks. Address orders to **PRINTERS' INK,** 10 Spruce St., New York.

August 16, 1893.

SUPPLIES.

LEYEY'S INKS are the best. New York.

VAN BIBBER'S
Printers' Rollers.

“PEERLESS” CARBON BLACK.
For fine inks—unequaled—Pittsburg.

UNIQUE new device for rapidly increasing newspaper circulation mailed for dime. **ARTHUR DARE,** 54 Beekman St., New York.

TRY TYPE from **BRUCE'S NEW YORK TYPE FOUNDRY,** 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.,** Ltd., 10 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—**M. Plummer & Co.,** 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of **Printers' Ink.**

ADDRESSES AND ADDRESSING.

OUR hand machine addresses 1,500 names per hour. Write. **BLACKMER BROS. & CO.,** Chicago.

WE have 10,000 select addresses, profitable for any mail business. Will inclose other circulars with ours at a reasonable rate. Address **J. W. JONES,** Fairmount Ave. & Caroline St., Balto., Md.

WANTED—Orders for typewritten lists of any trade or profession. Only very latest directories and commercial agency books used. Complete list now ready of members of National Guard in U. S., with house address, 110,000; dress-makers, 19,000; milliners, 16,000; new dealers, 16,000; lady canvassers, 750; male canvassers, 500; speculators, 23,000; ladies' addresses, 38,000; farmers, 90,000; accurate list of all trades in South America. Send for estimate as to cost of anything you want. **U. S. ADDRESSING CO.,** 135 Liberty St., N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:
Two Dollars a year. Three Dollars a hundred;
single copies, Five Cents. No back numbers.

JOHN IRVING FOWER, EDITOR.

NEW YORK, SEPTEMBER 6, 1893.

The primary idea of an advertising agency was the representation of all papers. The general agent was prepared to place advertisements in every paper. But, with the growth of the newspaper press, there has come to be a modification of the original ideas. There has grown up a system of special representation in which the larger profits make it appear better policy to devote efforts to a comparatively few papers instead of attempting to represent all.

There are now so many papers in this country—over 20,000—that the mere act of receiving, examining them and keeping them on file entails a large expense. Their rates must also be filed and kept up to date, so that the general agent is compelled to make a large outlay. The agent, on the other hand, who deals with a smaller number of solicited papers reduces his clerk-hire to the minimum and increases his percentage of net profit. The writer has discussed this question with several well-known advertising agents, among them Chas. H. Fuller, of Chicago. He attempts to represent about 3,000 papers, or only one-seventh of the total number published. He mentioned a case where an advertiser placed an order for 100 small papers with another agency and for two large papers with him. But Mr. Fuller received more money for the two than the other agent obtained for the much greater number! He also explained that it was more trouble and expense to deal with the smaller papers than with the better ones. He knew of another case where an agent is sending orders to a list of country papers, paying them at the rate of \$2.50 per inch per year. He wouldn't care to accept the order, even if the whole \$2.50 was profit and he didn't have to pay the

paper anything. Book-keeping and clerk-hire amount to a good deal in the course of a year. Besides, he had no doubt that the bigger papers of large circulations were much better advertising mediums, and would satisfy the customer in the long run much better than the small papers.

On the other hand, Messrs. Lord & Thomas, of the same city, argue that a general agent should be prepared to place an advertisement in any paper that his client wishes. While dealing with the small papers may not be profitable, it is often necessary to execute an order for this class so as to get the larger and more profitable business that the same advertiser has to put out.

RECENT suggestions encouraging a greater regard for timeliness in advertising may not seem to apply to the rank and file of advertisers. But if opportunities are carefully watched for, the object will not be found so difficult to attain. Some public event of general interest, or a new departure in the business methods of the advertiser, will often give the desired opportunity. The regular office mail is full of hints for wide-awake advertisers. An example of a timely advertisement calculated to have a strong effect upon the reader may be observed in a recent issue of the *Atlantic Monthly*. The New York *Critic* invited its readers to express an opinion as to what they considered the best ten American books. The result of the vote showed that seven of the most popular ten books were published by the firm of Houghton, Mifflin & Co., who at once took advantage of this event to construct a telling two-page advertisement. This same publishing house has on other occasions given its advertisements a peculiar aptness, as, for example, at the season when the exodus abroad begins they have made special announcement of their various works of travel, guide-books, etc. And at the beginning of the summer season an advertisement, grouping together a number of books of light fiction, appropriate for reading during the dog-days, has seemed particularly tempting. Firms engaged in other business may not be able to make their advertisements timely in just these ways, but, if the matter is made a study, other methods can be devised which will amply repay the trouble taken.

CHICAGO must be awarded the palm for general excellence in typography. Its daily papers are typographical delights, its advertisements are models of clear and attractive setting, and the effect is to be observed even in its street signs and wall posters. Yet Chicago falls short in its orthography as much as it exceeds in its typography. Errors in spelling on signs are frequent and amusing. The same shakiness in spelling is conspicuous in the Fair Grounds, and in some exhibits, where one would expect nothing short of perfection, there are errors of which a school-boy might be ashamed.

MR. RUFUS H. JACKSON, for eleven years connected with the business office of the *Hartford Times*, has assumed charge of the advertising department in addition to his duties as subscription manager. Mr. Jackson entered the employ of the *Times* when a boy, and his steady advancement is the reward of recognized ability and business capacity. Mr. Jackson was for three years assistant advertising manager, and for five years has been in charge of the subscription department. He will be welcome to the advertising field in his new role of full-fledged manager.

MR. C. M. PALMER, business manager of the San Francisco *Examiner*, leaves San Francisco on September 1 for a several months' European tour. To the knowing ones in San Francisco this means a permanent retirement of Mr. Palmer from the business head of the *Examiner*, although it is announced that he leaves on a twelve months' vacation. The fact is that Mr. Palmer's investments in the Northwest, which include the *Northwestern Miller*, an interest in the *Minneapolis Journal* and the ownership of the *St. Joe News*, and yet another country daily, are too extensive to permit him to remain longer in San Francisco, although it is well known that Mr. Hearst, proprietor of the *Examiner*, has offered Mr. Palmer his own terms if he would agree to return to that paper. Mr. Palmer is 37 years old, yet his retirement from the *Examiner* on September 1 was the anniversary of his twentieth consecutive year in the newspaper business. He is a broad-gauge man, and deserves a vacation at least once in twenty years.

ENTERPRISING and prosperous daily newspapers, when they reach a certain level of importance, find it necessary to maintain a Washington correspondent. Consequently, a list of the gentlemen entitled to admission to the Congressional press galleries possesses some interest even for an advertiser.

A GOOD point was made by the publishers of *Comfort* in their advertisement in last week's *PRINTERS' INK*. A map of the United States, giving the circulation in each State, is accompanied by the physician's prescription: "For general depression, use once a month." The announcement possesses an added interest from the fact that no other single paper has, or ever has had, or ever claimed to have, so large a circulation.

MANY people familiar with the expression, "The fourth estate," as applied to newspapers, do not understand the reason for its use. A passage in Carlyle's fifth lecture on "Heroes, Hero Worship and the Heroic in History, 1841," makes Burke the author of the expression: "Burke said there were three estates in Parliament, but in the reporters' gallery yonder there sat a fourth estate more important than they all."

IN BOSTON.

POTTER DRUG & CHEM. CORPORATION, }
135 & 137 COLUMBUS AVENUE, }
BOSTON, AUG. 17, 1893. }

Editor of *PRINTERS' INK*:

The inclosed came to-day in our mail, thought perhaps you might like to know.

POTTER DRUG & CHEM. CORP'N,
J. H. Phinney.

The inclosures referred to consisted of five copies of *PRINTERS' INK*, issue of August 16th, addressed, Plymouth Rock Pants Co., 25 Elliott street; *Our Dumb Animals*, 19 Milk street; Josiah Quincy, Redding & Co., and Hollander, Bradshaw & Folsom, 1615 Washington street.

This slipshod way of delivering newspapers costs every newspaper publisher many dollars every year in allowances to advertisers who fail to receive papers that were properly sent and properly addressed, but improperly delivered.

If the price collected for postage on newspapers is not sufficient to pay for having the work properly done, a higher price should be charged.

PRESS REPRESENTATIVES. admission to the Congressional Press
The following is a complete list of Galleries. It is compiled from the last
newspapers represented at the National Official Directory issued from the Gov-
Capital by correspondents entitled to ernment Printing Office:

| | | | |
|---------------------|-----------------|-----------------|---|
| Alabama..... | Montgomery... | Advertiser.... | R. H. Watkins, 124 Corcoran Bldg. |
| California..... | Sacramento... | Record-Union.. | C. C. Carlton, 1420 New York av. |
| | San Francisco.. | Bulletin..... | Harvey Fleming, 1420 New York av. |
| | | | C. C. Carlton, 1420 New York av. |
| | | Call..... | Harvey Fleming, 1420 New York av. |
| | | | Harvey Fleming, 1420 New York av. |
| | | Chronicle..... | E. L. Bertrand, 501 Fourteenth st. |
| | | | Geo. H. Walker, 501 Fourteenth st. |
| | | Examiner..... | J. S. Van Antwerp, 501 Fourteenth st. |
| Colorado..... | Denver..... | News..... | J. J. Noah, Baltimore Sun Bldg. |
| | | Republican.... | Jerome J. Wilber, 517 Fourteenth st. |
| | | Times..... | J. S. Van Antwerp, 501 Fourteenth st. |
| Connecticut.... | Bridgeport.... | Post..... | Geo. Sawter, 245 N. Capitol st. |
| District Columbia.. | Washington... | Evening News | Cluskey Cromwell, 929-931 D st., N. W. |
| | | | Henry E. Eland, 929 D st., N. W. |
| | | | Francis J. O'Neill, 929 D st., N. W. |
| | | Post..... | H. S. Canfield, Tenth and D sts. |
| | | | U. H. Painter, 900 Fourteenth st. |
| | | | H. L. West, Tenth and D sts. |
| | | Star..... | Chas. H. Boynton, 11th st. and Penna. av. |
| | | | Alfred J. Clarke, 11th st. & Penna. av. |
| | | | Geo. H. Harries, 1101 Pennsylvania av. |
| | | | N. O. Messenger, 515 Fourteenth st. |
| | | | J. P. Miller, 71 Corcoran Bldg. |
| Georgia..... | Atlanta..... | Constitution.. | E. W. Barrett, 501 Fourteenth st. |
| Illinois..... | Chicago..... | Evening Post.. | Cornelius Gardiner, 1417 G st., N. W. |
| | | Herald..... | Geo. H. Apperson, 1417 G st., N. W. |
| | | | R. D. Bogart, 1417 G st., N. W. |
| | | | Walter Wellman, 1417 G st., N. W. |
| | | Inter-Ocean.... | E. B. Wight, 1333 F st., N. W. |
| | | Record..... | J. A. Mathews, 515 Fourteenth st. |
| | | | Chas. T. Thompson, 515 Fourteenth st. |
| | | Times..... | A. H. Lewis, 501 Fourteenth st. |
| | | Tribune..... | W. S. Larnier, 7 Corcoran Bldg. |
| | | | C. M. Pepper, 7 Corcoran Bldg. |
| Indiana..... | Indianapolis.. | Journal..... | Perry S. Heath, 515 Fourteenth st. |
| | | News..... | J. A. Mathews, 515 Fourteenth st. |
| Iowa..... | Burlington.... | Hawk-Eye..... | Smith D. Fry, 1407 F st., N. W. |
| | Des Moines.... | Register..... | Smith D. Fry, 1407 F st., N. W. |
| | Sioux City.... | Journal..... | Chas. A. Hamilton, 501 Fourteenth st. |
| Kansas..... | Topeka..... | Capital..... | Fred. F. Schrader, 511 Fourteenth st. |
| Kentucky..... | Louisville.... | Courier-Jour.. | O. O. Stealey, 714 Fourteenth st. |
| | | Evening Post.. | A. W. Butt, 501 Fourteenth st. |
| | | Ev'ng Times.. | Clifford Rose, 704 Fourteenth st. |
| | | | O. O. Stealey, 714 Fourteenth st. |
| Louisiana..... | New Orleans.. | Item..... | Chas. W. Metzgar, 603 Fifteenth st. |
| | | Picayune..... | R. Bowman Matthews, 1427 F st., N. W. |
| | | Times..... | |
| | | Democrat.... | Fred. A. G. Handy, 501 Fourteenth st. |
| Maine..... | Lewiston..... | Journal..... | Chas. B. Reade, Riggs House. |
| Maryland..... | Baltimore.... | American..... | Karl Decker, 1420 Pennsylvania av. |
| | | | Louis Garthe, 1420 Pennsylvania av. |
| | | Herald..... | F. P. Ferris, 515 Fourteenth st. |
| | | News..... | E. W. Brady, B. & O. Bldg. |
| | | Sun..... | J. Y. Brattan, Baltimore Sun Bldg. |
| | | | Henry G. Kemp, Baltimore Sun Bldg. |
| | | | F. A. Richardson, Baltimore Sun Bldg. |
| | | | John C. Williams, Baltimore Sun Bldg. |
| Massachusetts.... | Boston..... | Adv. & Record. | J. B. Reynolds, 501 Fourteenth st. |
| | | Globe..... | A. Maurice Low, 515 Fourteenth st. |
| | | Herald..... | Walter E. Adams, 1406 G st., N. W. |
| | | | Henry B. F. MacFarland, 1406 G st., N. W. |
| | | Journal..... | E. B. Wight, 1333 F st., N. W. |
| | | Transcript.... | W. B. Shaw, 31 Corcoran Bldg. |
| | | Traveller..... | Frank P. Morgan, 501 Fourteenth st. |
| | Springfield.... | Republican.... | Chas. A. Conant, 29 Corcoran Bldg. |
| Michigan..... | Detroit..... | Free Press.... | Frank H. Hosford, 704 Fourteenth st. |
| | | | W. J. Lampton, 608 Fourteenth st. |
| | | Tribune..... | Smith D. Fry, 1407 F st., N. W. |
| Minnesota..... | Minneapolis.. | Journal..... | J. S. Van Antwerp, 501 Fourteenth st. |
| | | Times..... | N. O. Messenger, 515 Fourteenth st. |
| | | Tribune..... | Albert Dollenmayer, 521 Fourteenth st. |
| | St. Paul..... | Dispatch..... | Smith D. Fry, 1407 F st., N. W. |
| | | Globe..... | James A. Nowell, 1405 F st., N. W. |
| | | Pioneer Press | Arthur W. Dunn, 511 Fourteenth st. |

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| Missouri..... | Kansas City... | Journal..... | Harvey Fleming, 1420 New York av. |
| | | Star..... | Albert Miller, Room F, Rapley Bldg. |
| | | Times..... | R. H. Lindsay, Willard's Hotel. |
| | St. Joseph..... | Herald..... | Fred. F. Schrader, 511 Fourteenth st. |
| | St. Louis..... | Chronicle... | P. C. Johnson, Evening Star Bldg. |
| | | | T. C. Hannum, 515 Fourteenth st. |
| | | Globe Dem... | F. F. Schrader, 511 Fourteenth st. |
| | | | Walter B. Stevens, 511 Fourteenth st. |
| | | Post Dispatch... | Harry W. Walker, Arlington Hotel. |
| | | Republic..... | O'Brien Moore, 501 Fourteenth st. |
| | | | Fletcher Hodges, 501 Fourteenth st. |
| | | Westliche | |
| | | Post..... | L. W. Habercom, 1416 F st., N. W. |
| Montana..... | Butte..... | Miner..... | Smith D. Fry, 1407 F st., N. W. |
| Nebraska..... | Lincoln..... | State Journal... | W. E. Annin, 517 Fourteenth st. |
| | | Bee..... | Perry S. Heath, 515 Fourteenth st. |
| New Hampshire... | Concord..... | Ev'g Monitor... | Cliff Warden, 900 Twenty-third st. |
| New Jersey..... | Newark..... | News..... | W. R. Bell, 515 Fourteenth st. |
| New York..... | Brooklyn..... | Daily Eagle... | Addison B. Atkins, 608 Fourteenth st. |
| | | St'rd-Union... | Albert Halstead, 519 Fourteenth st. |
| | | Times..... | Chas. A. Hamilton, 501 Fourteenth st. |
| | Buffalo..... | Express..... | Chas. W. Metzgar, 603 Fifteenth st. |
| | | Times..... | Chas. A. Hamilton, 501 Fourteenth st. |
| | Elmira..... | Gazette..... | Edwin S. Potter, 1417 G st., N. W. |
| | New York..... | Com. Adv'tar... | J. P. Miller, 71 Corcoran Bldg. |
| | | Com. Bulletin... | Chas. A. Conant, 29 Corcoran Bldg. |
| | | Daily Journal | |
| | | of Finance... | Ivan C. Michels, 408 E. Capitol st. |
| | | Daily News... | J. M. Sarvis, 1410 F st. |
| | | Evening Post... | Francis E. Leupp, 71 Corcoran Bldg. |
| | | Herald..... | Hobart Brooks, Fifteenth & G sts., N. W. |
| | | | Geo. W. Rouzer, Fifteenth & G sts., N. W. |
| | | Iron Age..... | De B. Randolph Keim, 31 Corcoran Bldg. |
| | | Journal..... | F. P. Ferris, 515 Fourteenth st. |
| | | Journal of | |
| | | Commerce... | Charles A. Conant, 29 Corcoran Bldg. |
| | | M'l & Express... | John S. Shriver, 519 Fourteenth st. |
| | | Press..... | E. C. Howland, 1406 G st. |
| | | Recorder..... | L. A. Coolidge, 1406 G st., N. W. |
| | | Staats Zeitung... | Reginald Schroeder, 517 Fourteenth st. |
| | | Sun..... | David S. Barry, 1417 G st., N. W. |
| | | Times..... | E. G. Dunnell, 515 Fourteenth st. |
| | | | C. C. Randolph, 515 Fourteenth st. |
| | | Tribune..... | Selden N. Clark, 1322 F st., N. W. |
| | | | Wm. L. McPherson, 1322 F st., N. W. |
| | | | M. G. Seckendorff, 1322 F st. |
| | | World..... | James W. Allison, 702 Fourteenth st. |
| | | | W. L. Crounse, 702 Fourteenth st. |
| | | | John H. Tennant, 702 Fourteenth st. |
| | Syracuse..... | Herald..... | Thomas B. Kirby, 515 Fourteenth st. |
| North Carolina... | Charlotte..... | Observer..... | Cicero W. Harris, 1427 F st., N. W. |
| | Wilmington... | Messenger... | Cicero W. Harris, 1427 F st., N. W. |
| Ohio..... | Cincinnati... | Com. Gazette... | Albert Halstead, 519 Fourteenth st. |
| | | | Fred. D. Mussey, 519 Fourteenth st. |
| | | Enquirer..... | Geo. E. Gilliland, 1515 H st., N. W. |
| | | | Wm. C. MacBride, 1515 H st., N. W. |
| | | | S. E. Johnson, 1515 H st., N. W. |
| | | Post..... | T. C. Hannum, 515 Fourteenth st. |
| | | Times-Star... | George G. Bain, 515 Fourteenth st. |
| | | Tribune..... | H. V. Boynton, 511 Fourteenth st. |
| | Cleveland..... | Leader..... | James B. Morrow, 1427 F st., N. W. |
| | | Plaindealer... | Howard N. Thompson, 501 Fourteenth st. |
| | | | R. R. Holden, 501 Fourteenth st. |
| | | Press..... | T. C. Hannum, 515 Fourteenth st. |
| | Columbus..... | Dispatch..... | Perry S. Heath, 515 Fourteenth st. |
| | | State Journal... | H. L. Merrick, 14th st. and Penna. av. |
| | Springfield... | Union..... | E. W. Brady, B. & O. Bldg. |
| | Toledo..... | Commercial... | Corry M. Stadden, 521 Fourteenth st. |
| Oregon..... | Portland..... | Oregonian... | Arthur W. Dunn, 511 Fourteenth st. |
| Pennsylvania..... | Harrisburgh... | Telegraph..... | De B. Randolph Keim, 31 Corcoran Bldg. |
| | Philadelphia... | Enquirer..... | De B. Randolph Keim, 31 Corcoran Bldg. |
| | | Ledger..... | John M. Carson, 517 Fourteenth st. |
| | | Press..... | Edgar J. Gibson, 501 Fourteenth st. |
| | | | James S. Henry, 501 Fourteenth st. |
| | | Record..... | Henry B. F. MacFarland, 1406 G st., N. W. |
| | | Telegraph... | J. P. Miller, 71 Corcoran Bldg. |
| | | Times..... | Smith D. Fry, 1407 F st., N. W. |
| | Pittsburgh.... | Chronicle-Tel... | N. O. Messenger, 515 Fourteenth st. |
| | | Com'l Gazette... | Chas. W. Metzgar, 603 Fifteenth st. |
| | | Dispatch..... | E. W. Lightner, 85 Corcoran Bldg. |
| | | Leader..... | W. R. Bell, 515 Fourteenth st. |
| | | Post..... | Maurice Spain, National Theater Bldg. |
| | | Times..... | James S. Henry, 501 Fourteenth st. |

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|--------------------|---------------------|------------------------|--|
| South Carolina.... | Charleston.... | News and Courier.. | R. M. Larnier, 1417 G st., N. W. |
| Tennessee..... | Memphis..... | Appeal- Avalanche.. | E. W. Ayers, Sun Bldg. |
| | | Commercial.. | R. H. Watkins, 124 Corcoran Bldg. |
| Texas..... | Dallas..... | News..... | E. W. Ayers, Sun Bldg. |
| | Fort Worth..... | Gazette..... | Edwin B. Smith, 515 Fourteenth st. |
| | Galveston..... | News..... | E. W. Ayers, Sun Bldg. |
| | Houston..... | Post..... | Clifford Rose, 704 Fourteenth st. |
| | San Antonio..... | Express..... | E. W. Ayers, Sun Bldg. |
| Utah..... | Salt Lake City..... | Tribune..... | W. E. Annin, 517 Fourteenth st. |
| Virginia..... | Alexandria..... | Gazette..... | Harold Snowden, Alexandria, Va. |
| | Richmond..... | Dispatch..... | Alfred J. Stofer, 1317 F st., N. W. |
| | | Times..... | Harvey L. Wilson, Room A, Rapley Bldg. |
| Washington..... | Spokane..... | Chronicle..... | R. M. Larnier, 1417 G st., N. W. |
| Wisconsin..... | Milwaukee..... | Ev. Wisconsin. | Frank Markle, 1527 I st., N. W. |
| | | Sentinel..... | Sumner M. Curtis, 1407 F. st., N. W. |

AMERICAN PRESS ASSOCIATION.

Charles H. Merrillat, Post Bldg.
Walter Wellman, 1417 G st., N. W.

ASSOCIATED PRESS.

Chas. A. Boynton, 515 Fourteenth st.

CALIFORNIA ASSOCIATED PRESS.

Charles Carroll Carlton, 1420 New York av.
Harvey Fleming, 1420 New York av.

COLUMBIA STATE.

C. P. Hunt, 515 Fourteenth st.

CONNECTICUT ASSOCIATED PRESS.

George Sawter, 245 North Capitol st.

INTER-STATE PRESS ASSOCIATION.

O. P. Austin, 26 Corcoran Bldg.

A. N. KELLOGG NEWSPAPER CO.

Smith D. Fry, 1407 F st., N. W.

KIRNNAN NEWS CO.

Charles B. Lockwood, 511 Fourteenth st.

SOUTHERN ASSOCIATED PRESS.

O. C. Hatton, {
A. J. Mudd, { 515 Fourteenth st.

THE UNITED PRESS.

C. S. Albert,
J. B. Austin,
John Boyle,
Albert Chapline,
H. Conquest Clarke,
P. V. DeGraw (Mgr),
W. J. Dwyer,
Ernest W. Emery,
A. J. Halford,
Chas. J. Hayes,
Henry G. Hayes,
James G. Holland,
Edwin M. Hood,
L. A. Leech,
K. V. Oulahan,
T. I. Whitehead,
Jerome J. Wilber,
H. S. Wright,

515 Fourteenth st.

UNION PRESS EXCHANGE.

Angus McSween, 515 Fourteenth st.

AN ADVERTISER'S DISCOURAGEMENTS.

C. C. FOLLMER & Co.,
Manufacturers and Dealers in
LUMBER, LATH, PINE AND CEDAR SHINGLES.
GRAND RAPIDS, Mich., Aug. 25, 1893.

Editor of PRINTERS' INK:

Can you tell us why Hires' people spend such large sums in advertising the excellency of root beer as a beverage, and then fail to see that the retailers keep their goods for sale?

We noticed their ad in the daily papers of this city, and on inquiring at two retail grocers were offered substitutes for theirs, and proprietors stated that the wholesale grocers, if they had it, did not offer it for sale.

Yours truly,

C. C. FOLLMER & Co.

THE CHARLES E. HIRES COMPANY, {
PHILADELPHIA, Aug. 29, 1893. }

Editor of PRINTERS' INK:

We are surprised at the remarks of Messrs. Follmer & Co., because our sales in Grand Rapids have been quite large. The following wholesale houses order it in large quantities:

MESSRS. A. E. BROOKS & Co.,
HAZELTINE PERKINS DRUG CO.,
THE MUSSELMAN CO.,

and the inquiries from the retail trade there for advertising matter have been promptly attended to, so that the cases these people speak of are certainly exceptions.

We know that our goods are cut very much

in price, owing to the large sale of them, and know at the same time that a large number of dealers try to substitute other goods. We appreciate your kindness in forwarding this letter to us, and wish to thank you for the same.

Yours very truly,

THE CHARLES E. HIRES CO.

The above communications tend to show that a portion of the benefits of advertising is lost unless the channels of trade are carefully watched. Advertisers are always glad to learn of such instances, as it gives them an opportunity to begin an investigation and prevent the recurrence of similar losses. Readers of PRINTERS' INK who have had experiences of this kind, when attempting to purchase advertised articles, may assist in the good work by communicating the facts to us.

SOME LEADING NEWSPAPERS.

ARKANSAS.

In Conway County, Arkansas (pop. 19,450), the largest circulation rating is accorded to the **Weekly Pilot**, published at Morrilton.

CALIFORNIA.

OUR HOME, San Francisco—is given an average monthly issue of 36,339, by far the largest of any monthly in California.

WASHINGTON, D. C.

COURICK'S WASHINGTON DIGEST, a law journal, is accorded a larger circulation than any other paper of its class issued south of New York.

MASSACHUSETTS.

Farm-Poultry, Boston, monthly: regular circulation 30,711, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry Journal in the United States.

HOUSEHOLD: Boston, is one of the (only) thirteen monthly publications in Boston the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **82,500 COPIES**, which is the largest guaranteed circulation in Massachusetts, with one exception.

MISSOURI.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

OHIO.

The American Builder: Cleveland, is accorded the largest circulation rating of any architectural or builders' journal west of New York.

PENNSYLVANIA.

Pittsburgh PRESS has the largest circulation rating of any daily in that city, viz: **40,964**

TENNESSEE.

MEMPHIS APPEAL-AVALANCHE—Is given a larger circulation rating for its daily, a larger circulation rating for its Sunday and a larger circulation rating for its weekly than is accorded to any other daily, Sunday or secular weekly paper in Tennessee.

VIRGINIA.

BIBLE READER—Weekly, published at Richmond, is given the largest circulation rating of any paper published in Virginia.

WISCONSIN.

MILWAUKEE WISCONSIN: Is accorded a higher circulation rating than is given to any other evening daily in Wisconsin.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

STAMPS FOR COLLECTIONS—Send for lists. **E. T. PARKER**, Bethlehem, Pa.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

JOB PRINTING—First-class, and no other. **Printers' Ink Press**, N. Y.

BE INDEPENDENT. Own your own newspaper. Send for estimates to **PICTORIAL WEEKLIES CO.**, 132 Nassau St., New York City.

GERMANIA—Magazine for the study of the German lang. and litt. For sample copies, rates of advertising, etc., address **GERMANIA**, Manchester, N. H.

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to **U. S. ADDRESS CO.**, 1 Box 1407, Bradford, McKean Co., Pa.

PUBLIC OPINION—Always pays Advertisers. Washington. New York.



For holding Papers, Letter Files, Anything. Clean, Light, Strong, Portable, Cheap. In use all over U. S. Send for catalog and testimonials. **POPE RACK CO.**, St. Louis Mo.

The Housekeeper, Woman's Home Paper, Pays Advertisers.

GET A COPY OF OUR \$0,000 Proven. Only 15 cts. per line. "ONCE A MONTH," Detroit, Mich.
HOPKINS & ATKINS, Washington, D. C. 20 years' experience. Write for information

LOUISVILLE WEEKLY AMUSEMENT BULLETIN, Circulation 5,000 weekly. For free distribution at all local hotels, clubs and public resorts. 243 Fifth St., Louisville, Ky.

RAPID ADDRESSING. The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address **F. D. BELKNAP, Pres't.**, 314, 316 Broadway, New York City.



Columbian Desk Catalogue 160-pages, postage 7c. Desks from \$6.00 to \$600.00. **American Desk & Seating Co.** 271-273 Wabash Av., Chicago, Ill.

WATCHES

Are the Best **PREMIUMS.**

Address the manufacturers direct.

THE PHILADELPHIA WATCH CASE CO. RIVERSIDE, N. J.

BOOM YOUR TOWN! We have told many—and will tell you how. Write! **Chl. Photo. Engraving Co.** 185 Madison St., Chicago.

PNEUMATIC TUBES FOR NEWSPAPER OFFICES.

SEND FOR ESTIMATES TO **METEOR DESPATCH CO.,** 28 E. 14th St., New York. 49 State St., Boston. The Post, Boston, uses our system.

STUDY LAW AT HOME.

TAKE A COURSE IN THE **Sprague Correspondence School of Law.** (Incorporated) Send ten cents (stamps) for particulars to

J. COTNER, JR. SECY DETROIT, MICH. 25 Telephone Bldg.



A Thousand Newspapers

A DAY ARE READ BY

The Press Clipping Bureau, ROBERT & LINN LUCE.

68 Devonshire St., Boston, Mass. **FOR WHOM?** Supply houses, that want earliest news of construction; Business houses, that want addresses of probable customers; One hundred class and trade papers; Public men, corporations, professional men, who want to get news, see what is said of them, or gauge public opinion.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.**Circulation, - - - 15,500.**

Advertisers find IT PAYS!

Advertising in England,
European Continent, Etc.**SELL'S****ADVERTISING AGENCY, L't'd.**Capital, \$250,000. Henry Sell, Manager, (editor
and founder of "Sell's World's Press.")Full particulars regarding British or European
Advertising, sample papers, rates, etc., at the
London Office, 167-168 Fleet street, or at
New York Office, 21 Park Row, Ground Floor.**Crystal Paper Weight.****A CHEAP ADVERTISING CLOCK.**Makes an attractive premium for
Newspapers, Clothiers, etc.**HANDSOME GLASS CASE,**
Fitted with Seth Thomas Movement.

PATENT APPLIED FOR.

We make a variety of styles of Ad-
vertising Clocks.

Send for illustrated Price List.

BAIRD CLOCK CO., Plattsburgh, N.Y.**NEW YORK LEDGER****We Are
on Top**

Although there has been a wave of general financial depression floating over the country, it has affected the farmers little, if at all. They have paid off their mortgages; the general wheat, oats and hay crops are excellent; corn crop most promising. If more than 50 cents a bushel can't be had for wheat by taking it to market, conditions are such that by feeding it to hogs, from 75 cents to \$1.00 a bushel can be realized. Farmers were never feeling better and it is their time to laugh. If you have wares to sell to the industrious, prosperous and progressive farmers, have no hesitancy in announcing them. The AGRICULTURAL EPITOMIST with its average circulation of 125,000 copies, which are mailed monthly, as will be proved by P. O. receipts, will give you most excellent service. No edition will be less than 100,000 copies guaranteed. It has paid others and will pay you. Advertising space for sale by EPITOMIST PUB. CO., Indianapolis, Ind., or responsible advertising agents.

*If you want to reach everybody ad-
vertise in Scribner's—it isn't necessary
to have an exhibit at Chicago.*

Address **CHARLES SCRIBNER'S SONS,**

743-45 Broadway, New York, N. Y.

*THE most economical and practical machine
on the market to-day for a newspaper office
of moderate size to operate is : : : : :*

THE "NEW MODEL" WEB

Write us for the WHYS and WHEREFORES.

CAMPBELL PRINTING PRESS & MFG. CO.,
160 WILLIAM ST., NEW YORK. 334 DEARBORN ST., CHICAGO.



TO BE SAFE



from the perils of a financial flurry, when the business world seems baffled, should be the aim of every shrewd advertiser. It may be a comparatively easy matter when you study the situation. Notwithstanding the wave of general financial depression that has been floating over the country the past few months, it has affected the great masses of the rural population but very little, if at all. The bone and sinew of the land, who produce "the staff of life" for the millions, well-nigh have a season for rejoicing. Good crops, and a market for them, foretell a season of renewed prosperity for the masses.

Are you improving this vast opportunity, and placing your business directly before the industrious, prosperous, progressive population of the nation?

It is just this class of wealth-producing territory that is covered by the twelve periodicals comprising Allen's Lists.

*Their patrons sound their praises, and more than substantiate
any claim made in their behalf.*

OFFICE OF NATIONAL TYPEWRITER CO.,

HEADQUARTERS 611 WASHINGTON STREET.

Only Typewriter that will write all the languages.

BOSTON, MASS., August 17, 1898.

E. C. ALLEN & CO., AUGUSTA, MAINE:

GENTS—Yours received. Yes, you have already been of service to us. We have manipulated all the publications of note and big lists in the U. S. in an advertising way, and find none of the "millionaires" that begin to show the strength that do Allen's Lists.

Letters from all over the world are constantly reaching us, and when we drop out of "Allen's" we are without our usual receipt of applications for our goods.

It will not flatter you to tell the public that as mediums for obtaining the sale of goods everywhere, and placing them directly before the every-day purchasers, the combination you are publishing is not excelled.

We shall place your mediums at the head of our list for renewal of Fall contracts, and you can rest assured that we have not forgotten the banner with the familiar device "Allen's Lists," and shall not forget these great pullers of Augusta, Maine.

Very respectfully yours,

[Signed]

JAMES W. HARRIS, ADVT DEPT.,
NATIONAL TYPEWRITER CO.

When they drop Allen's Lists the business depression is very apparent. A medium that proves its sterling worth, and is thought much of by the experienced careful advertiser.

E. C. ALLEN & CO., Proprietors, AUGUSTA, MAINE.

ALL GREAT
NEW YORK
DAILIES

USE —

"STAR" Rollers

Because they are **BEST**
and most economical. Send for quotations.

BINGHAM BROTHERS COMPANY,

MANUFACTURERS OF

49-51 ROSE ST.,
NEW YORK.

- - **FIRST-CLASS** - -

Printers' Rollers and Composition.

Yes, You Can

Get "cheap" printing if you want
it. But we doubt if you want it.
If you want a job done in a style
to command attention, take it to

THE PRINTERS' INK PRESS,
WM. JOHNSTON, MANAGER,
10 SPRUCE STREET, NEW YORK.

Eye-Catchers

One of Many Series of
Bright Advertising Pictures
in A. P. A. Stereotype Plate



Photographic Reduction of a page 20 inches long, the columns being regular width

Points to Advertisers No. 21

ADVERTISERS WILL BE FURNISHED THESE ADVERTISEMENTS
FURNISHED TO OTHERS ARE MARKED ADVERTISERS' ADVERTISEMENTS
Plates furnished with or without reading matter, as ordered

| | | | | | |
|--|--|--|--|--|--|
| It's High Time <p>It's high time that the people of this country should be reminded that the clock is ticking. The time has come when the people should be reminded that the clock is ticking.</p> | It's All Talk <p>It's all talk, that's what it is. It's all talk, that's what it is. It's all talk, that's what it is.</p> | A News Item <p>A news item, that's what it is. A news item, that's what it is. A news item, that's what it is.</p> | DEMANDING ATTENTION <p>Demanding attention, that's what it is. Demanding attention, that's what it is. Demanding attention, that's what it is.</p> | A WORD TO THE WISE <p>A word to the wise, that's what it is. A word to the wise, that's what it is. A word to the wise, that's what it is.</p> | A Big Saving <p>A big saving, that's what it is. A big saving, that's what it is. A big saving, that's what it is.</p> |
| POPULAR APPROVAL <p>Popular approval, that's what it is. Popular approval, that's what it is. Popular approval, that's what it is.</p> | FASTENED IN STOCKS <p>Fastened in stocks, that's what it is. Fastened in stocks, that's what it is. Fastened in stocks, that's what it is.</p> | Wake Up! <p>Wake up! That's what it is. Wake up! That's what it is. Wake up! That's what it is.</p> | Dreams Fulfilled <p>Dreams fulfilled, that's what it is. Dreams fulfilled, that's what it is. Dreams fulfilled, that's what it is.</p> | CROWDED COUNTERS <p>Crowded counters, that's what it is. Crowded counters, that's what it is. Crowded counters, that's what it is.</p> | Don't Stand Outside <p>Don't stand outside, that's what it is. Don't stand outside, that's what it is. Don't stand outside, that's what it is.</p> |
| AN ELEVATING OCCUPATION <p>An elevating occupation, that's what it is. An elevating occupation, that's what it is. An elevating occupation, that's what it is.</p> | We Back Up <p>We back up, that's what it is. We back up, that's what it is. We back up, that's what it is.</p> | A Little Talk <p>A little talk, that's what it is. A little talk, that's what it is. A little talk, that's what it is.</p> | ATTRACTIVE GOODS <p>Attractive goods, that's what it is. Attractive goods, that's what it is. Attractive goods, that's what it is.</p> | AHEAD OF TIME <p>Ahead of time, that's what it is. Ahead of time, that's what it is. Ahead of time, that's what it is.</p> | CHASING BUBBLES <p>Chasing bubbles, that's what it is. Chasing bubbles, that's what it is. Chasing bubbles, that's what it is.</p> |
| MERELY A TIP <p>Merely a tip, that's what it is. Merely a tip, that's what it is. Merely a tip, that's what it is.</p> | A Pointer <p>A pointer, that's what it is. A pointer, that's what it is. A pointer, that's what it is.</p> | IN TEMPTING LOVELINESS <p>In tempting loveliness, that's what it is. In tempting loveliness, that's what it is. In tempting loveliness, that's what it is.</p> | Prove the Pudding <p>Prove the pudding, that's what it is. Prove the pudding, that's what it is. Prove the pudding, that's what it is.</p> | Out for the Dust <p>Out for the dust, that's what it is. Out for the dust, that's what it is. Out for the dust, that's what it is.</p> | A Distorted View <p>A distorted view, that's what it is. A distorted view, that's what it is. A distorted view, that's what it is.</p> |
| A Lively Quickstep <p>A lively quickstep, that's what it is. A lively quickstep, that's what it is. A lively quickstep, that's what it is.</p> | A Warm Welcome <p>A warm welcome, that's what it is. A warm welcome, that's what it is. A warm welcome, that's what it is.</p> | LET US WHISPER <p>Let us whisper, that's what it is. Let us whisper, that's what it is. Let us whisper, that's what it is.</p> | Just a Minute <p>Just a minute, that's what it is. Just a minute, that's what it is. Just a minute, that's what it is.</p> | MAKING FRIENDS <p>Making friends, that's what it is. Making friends, that's what it is. Making friends, that's what it is.</p> | CAN'T BE BEATEN <p>Can't be beaten, that's what it is. Can't be beaten, that's what it is. Can't be beaten, that's what it is.</p> |
| Read Carefully <p>Read carefully, that's what it is. Read carefully, that's what it is. Read carefully, that's what it is.</p> | A Fair Offer <p>A fair offer, that's what it is. A fair offer, that's what it is. A fair offer, that's what it is.</p> | BIG DROPS <p>Big drops, that's what it is. Big drops, that's what it is. Big drops, that's what it is.</p> | IT MEANS BUSINESS WITH IT PEOPLE <p>It means business with it people, that's what it is. It means business with it people, that's what it is. It means business with it people, that's what it is.</p> | CAN'T BE BEATEN <p>Can't be beaten, that's what it is. Can't be beaten, that's what it is. Can't be beaten, that's what it is.</p> | CAN'T BE BEATEN <p>Can't be beaten, that's what it is. Can't be beaten, that's what it is. Can't be beaten, that's what it is.</p> |
| Write Us a Letter <p>Write us a letter, that's what it is. Write us a letter, that's what it is. Write us a letter, that's what it is.</p> | A Fair Offer <p>A fair offer, that's what it is. A fair offer, that's what it is. A fair offer, that's what it is.</p> | BIG DROPS <p>Big drops, that's what it is. Big drops, that's what it is. Big drops, that's what it is.</p> | IT MEANS BUSINESS WITH IT PEOPLE <p>It means business with it people, that's what it is. It means business with it people, that's what it is. It means business with it people, that's what it is.</p> | CAN'T BE BEATEN <p>Can't be beaten, that's what it is. Can't be beaten, that's what it is. Can't be beaten, that's what it is.</p> | CAN'T BE BEATEN <p>Can't be beaten, that's what it is. Can't be beaten, that's what it is. Can't be beaten, that's what it is.</p> |

SUIT ANY BUSINESS. COST IS TRIFLING.

Ask your local newspaper about **A. P. A.** pictures for advertisers, or write to
AMERICAN PRESS ASSOCIATION GENERAL OFFICES
 NEW YORK
 The pictures are furnished with or without the text in plates, as preferred.

The Logic of Figures.

From the New York Recorder.

Monday, August 14th, 1893.

THE RECORDER

is the only newspaper in the metropolis whose business shows a gain over that of the preceding year.

One year ago yesterday the *World* printed $98\frac{3}{4}$ columns of advertisements; yesterday it contained $90\frac{1}{4}$ columns—showing a loss of $8\frac{1}{2}$ columns. The *Herald* of a year ago yesterday printed $75\frac{3}{4}$ columns; yesterday it published $67\frac{1}{4}$ columns—showing a loss of $8\frac{1}{2}$ columns. The *RECORDER* of yesterday occupied second place, as usual, with $69\frac{3}{4}$ columns of advertisements—**A GAIN** of $12\frac{1}{2}$ columns over the corresponding Sunday of last year; and, we repeat, the *RECORDER* was the only New York newspaper that showed a gain over its business of 1892. All the others fell behind from 8 to 20 columns.

The newspaper next to the *Herald*, the fourth one in the race, printed 31 columns of advertisements yesterday—less than half of the *RECORDER*'s showing. One of the New York Sunday newspapers, and an older paper than the *RECORDER* at that, went to press with $9\frac{1}{4}$ columns of business announcements—just $60\frac{1}{2}$ columns less than were published in the favorite Home Newspaper.

In fact, the other exhibits of advertising in New York newspapers yesterday are only interesting as illustrations of the difference between leading the van and bringing up the rear. No one of them published half the amount of advertising contained in the Sunday *RECORDER*. No two of them combined published as much. The *Tribune* and the *Times*, venerable heads of the old newspaper hierarchy of the metropolis, carried only 44 columns of advertisements yesterday between them—23 columns short of the young *RECORDER*'s single array.

Such is the logic of figures; and the moral thereof is so plain that the most ordinary mind cannot fail to make the correct interpretation.

The ITEM

WORTH
ITS WEIGHT
IN GOLD!

As dealers in fine whiskeys, wines and brandies, Netter Bros., 800, 802, 804, 806 North Third street, Philadelphia, have a reputation that extends from Pennsylvania to California. They have branch houses in San Francisco, Cal., Baltimore, Md., and Camden, N. J. They are extensive advertisers, and their opinion in regard to the value of advertising is A1. When they make an assertion, it is based on actual experience. They do not hesitate to say that as an advertising medium "THE ITEM" IS WORTH ITS WEIGHT IN GOLD. As gold is the highest standard of value, nothing can be added to such an assertion. Here is a letter written to THE ITEM by Netter Bros., in which this assertion is made:

PHILADELPHIA, August 5, 1893.

Editor THE ITEM:—We have no hesitation in asserting that "THE ITEM" is worth its weight in gold.

It appears to us that your valuable edition is A GREAT INFORMANT for those who desire employment.

We inserted a small advertisement for MALE HELP, and it seems that "THE ITEM" is so well circulated as to be IN THE REACH OF ALL.

The above is a mere testimonial on our part, and you may use the same with our name, FOR THE BENEFIT OF OTHERS.

We will also add that we have advertised our business with your paper for many years, and we claim "THE ITEM" to be WORTH ITS WEIGHT IN GOLD.

With best wishes we beg to remain,

Yours sincerely,

NETTER BROS.,

800, 802, 804, 806 N. Third St.

40 TRIBUNE BLDG.,
NEW YORK.

S. C. BECKWITH,

Sole Agent Foreign Advertising.

509 "THE ROOKERY,"
CHICAGO.

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| TO | A B |
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| WEEK. | X Y Z |

OVER 50,000 COPIES



To Every Person

WHO WAS A SUBSCRIBER FOR
PRINTERS' INK IN

- - - 1892 - - -

A SAMPLE COPY OF THE
Issue of OCTOBER FOURTH, 1893,

WILL BE SENT.

Advertisements intended for the issue of
October 4th should be in hand not later than
September 27th.

Address all orders to

PRINTERS' INK,
10 SPRUCE STREET, NEW YORK.

ARE YOU ONE OF 'EM?



HEAD STUFFING.

Copyright, 1893, The Gannett and Morse Concern.

Here is the great Head Stuffer.

He is pretty numerous at the present writing.

He says he knows all about hard times and how to cure them.

He deals in "I told you so's" and "Me and Grover," but, you observe, his clothes don't fit him.

He is the wise man from Wisdomville, and is trying to invent a way for shoveling wind off the roof, and for borrowing ten dollars until next spring.

He is stuffing the heads of a great many folks just now—are you one of 'em? If you are, or are not, the following paragraphs will prove decidedly good medicine for causing the currency to circulate into your cash drawer.

NEW YORK. Our experience has been extensive, and we have tried nearly if not quite all of the best mediums in this country. We can say, without any hesitation whatever, that COMFORT ranks at the top. Our returns from our last contract were simply immense. —TYPEWRITER HEADQUARTERS, 45 Liberty Street.—Aug. 23, 1893.

ILL. In our advertising summary for 1892, showing results from some thirty-six hundred papers, COMFORT stands very high indeed, the cost per application being surprisingly low. LYON & HEALY—Chicago, Ill., Aug. 8, 1893.

PA. We have completed our summary list for the past spring, and find COMFORT among the very best paying journals. KAYSER & ALLMAN, Paper Hangings, Window Shades, etc.—Phila., Pa., Aug. 7, 1893.

IOWA. I have obtained excellent, indeed astonishing, results from my patronage of COMFORT. I often remark that "were there a hundred COMFORTS I would use them all." The renewals of my contract are the best praise I can give your valuable medium. C. N. NEWCOMB, Mfr. Carpet Looms and Weavers' Supplies.—Davenport, Iowa, Aug. 14, 1893.

ME. You struck it just right when you named your paper COMFORT. We certainly derive comfort from the large returns we receive from our advertising with you. We do not think there is any other paper or list of papers (at least, we can't find them) that will bring the same returns for money expended that COMFORT will. We now have a yearly contract with you and will gladly make it five years; for, while we began with you when your rates were fifteen cents a line, our advertising never paid us better than now, when it costs five dollars a line. A. SPEIRS, Mfr. Portable Force Pumps, Steam Cookers, etc.—North Windham, Me., July 24, 1893.

N. J. It gives us pleasure to state that the returns from our advertisement in COMFORT have been excellent. You may know this from the fact that we have placed with you a continuous advertisement. BEETHOVEN ORGAN CO.—Washington, N. J., Aug. 11, 1893.

WIS. We are pleased to acknowledge that our experience with COMFORT has been most satisfactory. It stands second on our list of over forty different publications. IMPERIAL BIT & SNAP CO.—Racine, Wis., Aug. 7, 1893.

D. C. I am so well pleased with returns from COMFORT that I desire to keep a standing advertisement. S. C. FITZGERALD, Patent Attorney.—Washington, D. C., July 25, 1893.

MICH. We have now been advertising in your publication for the past nine months, and upon looking over our records we find that we have been receiving a surprisingly large number of inquiries, and out of these inquiries we have succeeded in getting a good number of students to study law with us. It will interest you to know that our returns from COMFORT have been in every way satisfactory. THE SPRAGUE CORRESPONDENCE SCHOOL OF LAW.—Detroit, Mich., July 26, 1893.

OHIO. We have used COMFORT with success, and expect to use it again when we place our next line of business. THE WILBER H. MURRAY MFG. CO.—Cincinnati, Ohio, Aug. 5, 1893.

MASS. You are aware that we have recently renewed our contract with your paper. Allow us the pleasure of saying in this connection that with our experience of several years' advertising in COMFORT we have been entirely satisfied, and think we have had as good returns for our money as from any other medium we have used. THE PINLESS CLOTHES-LINE CO.—Worcester, Mass., Aug. 7, 1893.

N. Y. COMFORT "got right there" last season, as usual. Any one looking over our mail must agree with your claim. "If you put it in COMFORT, it pays." J. J. BELT, Seedsman.—Florence, N. Y., Aug. 9, 1893.

PURSE STUFFING VS. HEAD STUFFING.

Mrs. & Mrs. Mighty Dollar

and family present their compliments to those who are worrying about their present whereabouts, and beg to announce that during the panicky period they will be

At Home

in the One Million Two Hundred and Twenty-one Thousand families regularly reached by Comfort, but that they will hold themselves in cheerful readiness to promptly respond to all legitimate calls of such profit-producing, labor-saving, life-brightening nature as may be of interest to the panic-proof Mighty Middle Classes.*

*United States of America,
September the First, Eighteen Hundred and Ninety-Three.*

*The most effective "call" for precipitating the Mighty Dollar into the purses of honest—value-giving people is a card in COMFORT, which is seen and studied by



pair of eyes. **Largest sworn circulation in America—One Million Two Hundred and Twenty-one Thousand.**

Now is the time to successfully bid for the millions of idle Mighty Dollars.

The Gannett & Morse Concern, Publishers, Augusta, Maine. Boston Office, 228 Devonshire Street.
New York Office, Tribune Building.

“ Do not keep your light under a bushel, and remember well the power of the press. ”

This was the advice quoted in a recent issue of PRINTERS' INK, from one whose expenditures for Newspaper Advertising have run into millions, and whose remarkable success in building up an immense business from a small beginning is there described.

We are now entering the harvest months, and a period of greater commercial activity is clearly in sight.

Those who desire to gather the richest of the business harvest should prepare themselves at once.

Write to the undersigned. Tell us what you have to sell and how much you are willing to spend to let the people know it.

We will do the rest, and do it in a way that will please you.

The Geo. P. Rowell Advertising Co.,
NEWSPAPER
AND MAGAZINE ADVERTISING,
10 SPRUCE STREET, NEW YORK.